CLAIMS

We claim:

1. A method of causing a web browser to bookmark an alternative URL rather than a target URL, comprising the step of:

5   inserting an alternative bookmark directive in an encoded web page representation associated with said target URL, said alternative bookmark directive causing said web browser to bookmark said alternative URL instead of said target URL when a user of said web browser attempts to bookmark said target URL.

2. A method as set forth in claim 1, wherein said encoded web page representation 10 is encoded in HTML.

3. A method as set forth in claim 1, wherein said encoded web page representation is encoded in XML.

4. A method as set forth in claim 1, wherein said web browser periodically checks all URLs associated with bookmarks stored by said browser to determine if any of said URLs 15 have an alternative bookmark directive associated therewith and, if so, causing said web browser to bookmark said alternative URL instead of the target URL.

5. A method of causing a web browser to bookmark an alternative URL rather than a target URL, comprising the steps of:

inserting an alternative bookmark directive in an encoded web page associated with said target URL;

accessing said target URL using said web browser; and

directing said web browser to bookmark said target URL, said alternative bookmark directive causing said web browser to bookmark said alternative URL instead of said target URL.

6. A method as set forth in claim 5, wherein said encoded web page representation is encoded in HTML.

7. A method as set forth in claim 5, wherein said encoded web page representation is encoded in XML.

8. A method as set forth in claim 5, wherein said web browser periodically checks all URLs associated with bookmarks stored by said browser to determine if any of said URLs have an alternative bookmark directive associated therewith and, if so, causing said web browser to bookmark said alternative URL instead of the target URL.

9. A computer program product causing a web browser to bookmark an alternative URL rather than a target URL, comprising the step of:

inserting an alternative bookmark directive in an encoded web page representation associated with said target URL, said alternative bookmark directive causing said web browser to bookmark said alternative URL instead of said target URL when a user of said web browser attempts to bookmark said target URL.

10. A computer program product as set forth in claim 9, wherein said encoded web page representation is encoded in HTML.

11. A computer program product as set forth in claim 9, wherein said encoded web page representation is encoded in XML.

12. A computer program product as set forth in claim 9, wherein said web browser periodically checks all URLs associated with bookmarks stored by said browser to determine if any of said URLs have an alternative bookmark directive associated therewith and, if so, causing said web browser to bookmark said alternative URL instead of the target URL.

13. A system causing a web browser to bookmark an alternative URL rather than a target URL, comprising the step of:

inserting an alternative bookmark directive in an encoded web page representation associated with said target URL, said alternative bookmark directive causing said web browser to bookmark said alternative URL instead of said target URL when a user of said web browser attempts to bookmark said target URL.

5   14. A system as set forth in claim 13, wherein said encoded web page representation is encoded in HTML.

15. A system as set forth in claim 13, wherein said encoded web page representation is encoded in XML.

16. A system as set forth in claim 13, wherein said web browser periodically checks 10 all URLs associated with bookmarks stored by said browser to determine if any of said URLs have an alternative bookmark directive associated therewith and, if so, causing said web browser to bookmark said alternative URL instead of the target URL.